

Prototyping Budget Guide (50€–500€)

This guide helps SME teams plan realistic, low-cost prototyping activities. It demonstrates what can be accomplished with small budgets using basic tools and creativity.

50€ Budget – Super Lean

- Paper, pens, sticky notes, recycled materials
- Smartphone photos/videos for mock-ups
- Online whiteboards (free versions, e.g., Miro, Mural)
- Goal: Paper prototype or roleplay script

250€ Budget – Medium Scope

- Printable materials, cardboard, craft supplies
- Canva or Figma for low-fidelity digital mock-ups
- Test printing (e.g., brochures, menus, simple flyers)
- Goal: Interactive click dummy or physical mock-up

500€ Budget – Extended Test

- Professional prototyping kits, UX testing software trials
- Paid user tests or incentives (e.g., gift cards)
- Simple website or landing page with basic analytics
- Goal: Early market feedback or investor presentation

Always start lean – iterate often.